Northwind Dental

northwinddental.com

TRAFFIC THAT NEVER CONVERTS · SEPTEMBER 2026

2 busy pages drew 4,928 sessions and 0 leads.

Site-wide, 2.7% of 40,822 sessions became a lead. Google Ads turns 7.8% of visits into leads; Direct 1.0%.

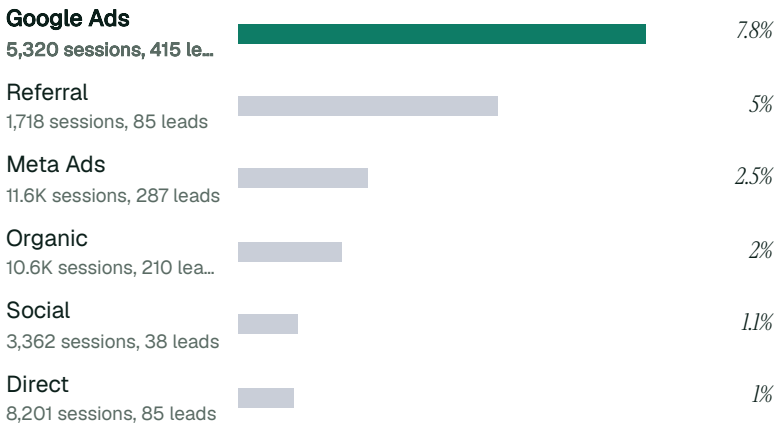
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UTM Grabber 1,120 leads | **Google Analytics 4** 40,822 sessions | **Sample data** fictional business

40,822	1,120	2.7%	4,928	57%
SESSIONS ▲ +12%	LEADS ▲ +12%	LEAD RATE –	SESSIONS ON LEAKING PAGES	ENGAGED SESSIONS –

01 BY CHANNEL

Which *channels* turn visits into leads.



Lead rate by channel. Site-wide: 2.7%.

BEST AND WORST

Google Ads turns 7.8% of visits into leads.

That is 7.5 times Direct's 1.0%.

Direct drew 8,201 sessions, 20% of all, for 85 leads.

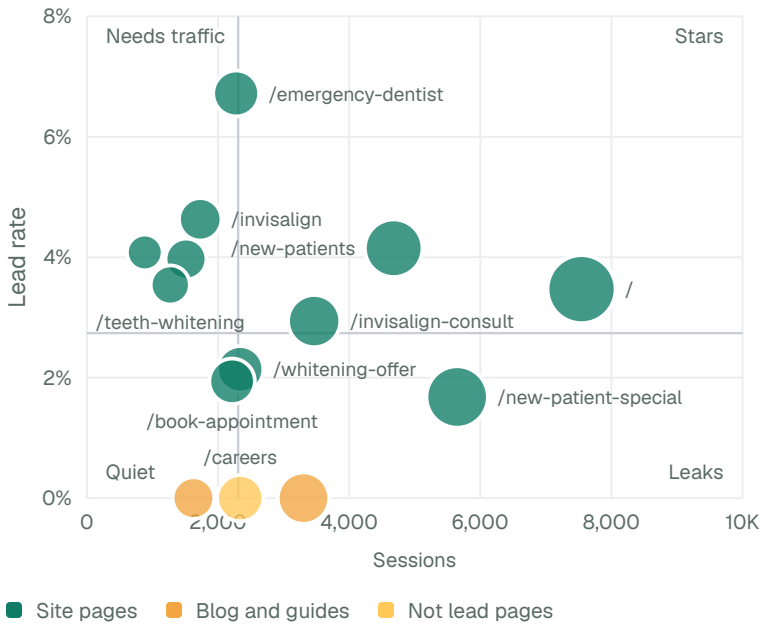
Sessions and leads by *source*

SOURCE / MEDIUM	CHANNEL	SESSIONS	LEADS	LEAD RATE	STATUS
(direct) / (none)	Direct	8,201	85	1.0%	Leaks
google / organic	Organic	7,242	128	1.8%	Below average
facebook / paid_social	Meta Ads	6,492	155	2.4%	Below average
google / cpc	Google Ads	5,320	415	7.8%	Above average
instagram / paid_social	Meta Ads	5,148	132	2.6%	Below average
tiktok / organic	Social	1,764	20	1.1%	Leaks
chatgpt.com / (not set)	Organic	1,236	33	2.7%	Below average
newsletter / email	Referral	951	45	4.7%	Above average
facebook / social	Social	879	10	1.1%	Leaks
instagram / social	Social	719	8	1.1%	Leaks
bing / organic	Organic	677	15	2.2%	Below average
perplexity.ai / referral	Organic	427	10	2.3%	Below average

Top 12 of 19 source / medium pairs by sessions. Above average means at or above the site-wide 2.7%.

Pages that get visits but no *leads*.

Sessions vs *lead rate* by page



READ THE MAP

/blog/how-long-does-teeth-whitening-last is your biggest leak.

3,303 sessions, 0 leads.

Hidden gem: /emergency-dentist converts 6.7% of visits, 2.5 times your average, with fewer sessions than most of your top pages.

/careers gets no leads, as expected for that kind of page.

Traffic that never converts

LANDING PAGE	SESSIONS	LEADS	LEAD RATE	ENGAGED	FIX
/blog/how-long-does-teeth-whitening-last	3,303	0	0.0%	52%	Add a call to action
/careers	2,338	0	0.0%	74%	Not a lead page
/blog/chipped-tooth-what-to-do	1,625	0	0.0%	53%	Add a call to action

Pages with 408 or more sessions and under half your site-wide lead rate (2.7%). A page leaks below 0.7%.

What to do *next*.

THIS WEEK

Add a call to action to */blog/how-long-does-teeth-whitening-last*

It drew 3,303 sessions (8% of all) and 0 leads. Put a short form or a clear next step near the top, and link to your best-converting page.

High impact Low effort 3,303 sessions, 0 leads

THIS MONTH

Do the same on */blog/chipped-tooth-what-to-do*

1,625 sessions, 0 leads.

Medium impact Low effort

THIS MONTH

Send more traffic to */emergency-dentist*

It turns 6.7% of visits into leads, 2.5 times your site average, but gets 2,276 sessions, fewer than most of your top pages. Point ads and internal links at it.

Medium impact Low effort

How we built this report

- Sessions: 40,822 from Google Analytics 4, September 2026, by session source / medium and landing page.
- Leads: 1,120 from UTM Grabber, matched by the same source / medium. 989 carried UTM tags; 46 without tags were placed by click ID, search engine or referring site, as analytics does; 85 count as direct.
- A lead's page is where the visit that ended in the form began. A page leaks when it has 408 or more sessions and a lead rate under 0.7%, a quarter of your site-wide 2.7%.
- Careers, legal, login, cart and thank-you pages are shown but never counted as leaks.
- Changes compare September 2026 with August.

Next: add a call to action to */blog/how-long-does-teeth-whitening-last*. It drew 3,303 sessions and 0 leads.

Data: UTM Grabber, Google Analytics 4, Sample data for northwinddental.com Prepared with UTM Grabber, v2.0.0, Oct 5, 2026